Fashion Calendar 1948

1/5/48

WEEK OF

JANUARY

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RUTH FINLEY, EDITOR • FRANCES HUGHES, ASSOCIATE EDITOR
44 WEST 52ND STREET NEW YORK 19, N. Y. ELDORADO 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, JANUARY 5, 1948

Monday Jan. 5 2:30 P.M.	PRESS SHOWING OF SPRING MILLINERY	BRANDT OF STEIN & BLAINE	13 WEST 57TH STREET
	Preview of new Spring millinery by Brandt of Stein and Blaine. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Monday Jan. 5 4:00 P.M.	PRESS PREVIEW: NEW BRIDAL COLLECTION	JAY THORPE	6TH FLOOR BRIDAL DEPARTMENT
	Jay Thorpe will present their new custom bridal collection. Attendance by invitation only. Publicity: Audrey Davis, CI. 7-4300.		
Week Of Jan. 5	WARM WEATHER OPENINGS GUILD SHOE LINES	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
	Two groups of footwear will be featured at this opening: (1) Re-orders of Spring purchasing and a balancing of inventory for the peak Spring buying period; (2) Warm Weather styles for town, afternoon, cocktail, dinner and evening wear designed to "go with" the new in apparel. Contact: Kate Goldstein Kamen, Exec. Secy., 875 Fifth Avenue, RE. 4-4888.		
Beginning Monday Jan. 5	SHOWING OF NEW LINE TO TRADE	JON COOKE CLASSICS, INC.	1359 BROADWAY c/o TEEN-TIMERS
	Jon Cooke Classics, Inc. will present their new line of spectator sports and casual dresses for misses. Showings daily from 10:00 A.M. to 12:00 noon, and 2:00 P.M. to 4:00 P.M. in the Teen-timers showroom. Publicity: Sam Cook Singer, CH. 4-7096.		
Tuesday Jan. 6 11:00 A.M.	PRESS PREVIEW: ADVANCE SPRING MILLINERY	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
	Florence Reichman will present her advance Spring millinery collection to the press, with showing followed by buffet luncheon. Attendance by invitation only. Contact: Miss Jacqueline, PL. 8-1525.		
Tuesday Jan. 6 4:00 P.M. Cocktails	PRESS PREVIEW: SPRING AND SUMMER HATS	MME. PAULINE	6 EAST 53RD STREET SHOWROOM
	Mme. Pauline will present a preview for the press of her newest collection of Spring and Summer hats during cocktails. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.		
Tuesday Jan. 6 4:45 P.M. Cocktails	"OVER THE RAINBOW" SPRING SHOWING	MAYFLOWER, AMERISPORT, NAN SCOTT	ROCKEFELLER CENTER
	Mayflower (misses), Amerisport (half sizes), and Nan Scott (juniors) will present their new Spring lines in "Over the Rainbow", a showing for press and buyers. Attendance by invitation only. Publicity: Bea Baris of Jack Berman Co., LE. 2-8879.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 6 5:00 P.M. Cocktails and 8:30 P.M.	FIRST BOYS' WEAR INDUSTRY SHOWING	BOYS' APPAREL BUYERS' ASSN.	HOTEL ASTOR BELVEDERE ROOM
	"A Boy And His Clothes" or "Dress for the Occasion". A fashion presentation of Boys' Wear, from his underwear to his knitted cap, showing the right clothes for boys from age 3 to 18 for every occasion and every season. Fashion Commentator: Edyth Thornton McLeod. Attendance by invitation. Production-promotion: Billie Gould, RH. 4-4854.		
Wednesday Jan. 7 9:30 A.M. Breakfast	SPRING MILLINERY FOR PRESS AND TRADE	MARY GOODFELLOW	SHERRY-NETHERLANDS VANITY FAIR ROOM
	Spring millinery collection by Mary Goodfellow for press and trade. By invitation only. Publicity: Mildred Kaldor, MU. 4-5267.		
Wednesday Jan. 7 12:00 Noon Luncheon	FABRICS AND FASHIONS AT LUNCHEON SHOWING	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE
	Presentation of Spring costumes created by leading designers in John Walther fabrics during a luncheon showing. Press and trade by invitation only. Publicity: Elena Turner, LO. 4-8090.		
Wednesday Jan. 7 12:30 P.M. Luncheon	PRESS PREVIEW OF SPRING HOSIERY	GOTHAM HOSIERY	WALDORF-ASTORIA WEDGWOOD ROOM
	Gotham will present their new Spring hosiery to the press during luncheon. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Wednesday Jan. 7 1:00 P.M. Luncheon	"HAT MOODS" LUNCHEON SHOW	MAGO HAYES (724 FIFTH AVE.)	HOTEL PIERRE COTILLION ROOM
	Mago Hayes will present her "Hat Moods" during luncheon, a preview of her new Spring and Summer millinery, featuring her new "Pink Dawn". Nylosette fabric by American Silk Mills. Make-up: Guerlain. Make-up director: Mona Manet. Coiffures: Victor Vito. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Mago Hayes, CO. 5-3733. Hotel Pierre Fashion Publicity: Rosamond Hanscom, RE. 4-5900.		
Wednesday Jan. 7 2:00 P.M.- 4:00 P.M.	"FROM CASABLANCA TO CALCUTTA" EXHIBITION	COSTUME INSTITUTE: METROP'N MUSEUM OF ART	5TH AVE. & 82ND ST. (83RD ST. ENTRANCE)
	Press preview of the arts of North Africa, the Near and Middle East, with modern derivations in fabrics especially designed and based on Near Eastern museum sources. This trend-setting exhibition of fabrics and fashion is being presented by the Costume Institute at the Metropolitan Museum of Art. Attendance by invitation only. Open to public on Friday, Jan. 9. Publicity: Lillian Green, RH. 4-7690.		
Wednesday Jan. 7 4:00 P.M. Cocktails	PRESS SHOWING OF NEW MILLINERY	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
	Laddie Northridge preview of his new Spring and Summer millinery. Attendance strictly by invitation. Publ.: Elizabeth Maher Assoc., EL. 5-4248.		
Wednesday Jan. 7 5:00 P.M.- 7:30 P.M.	"WOOL LEADS A DOUBLE LIFE"	INTERNATIONAL WOOL SECRETARIAT	201 EAST 57TH ST. SALON
	Given in conjunction with Universal Pictures, producers of the Ronald Colman-Signe Hasso film "Double Life", and McCall's Pattern Division, will consist of 19 garments in wool, an ensemble show ranging from sportswear to evening wear. For press, trade, buyers from participating stores, and key personnel from participating mills. By invitation. Publicity: Muriel Patchen, PL. 5-1861.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 7 7:00 P.M. Dinner	"THE NEW LOOK IN DAYTIME FASHIONS"	NATIONAL ASSN. OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
	Annual fashion show stressing the important labels in this field, and "The New Look in Daytime Fashions." Chairman: Bernard Poley. Fashion director: Bonnie Donahue. By invitation only. Contact: Rudi Lazarus, LA. 4-5550.		
Thursday Jan. 8 10:00 A.M. Breakfast	PRESS PREVIEW: SPRING AND SUMMER MILLINERY	SALLY VICTOR	18 EAST 53RD STREET SALON
	Press showing of Sally Victor's new millinery for Spring and Summer. (Showing for out-of-town press on Saturday, Jan. 17.) By invitation only. Contact: Mildred Josephs, PL. 3-7450.		
Thursday Jan. 8 12:00 Noon Luncheon	PRESS LUNCHEON AND MOVIE PREVIEW	AMERICAN CYANAMID CO. TEXTILE RESIN DEPT.	MONTE CARLO PREVIEW ROOM
	The Textile Resin Dept. of American Ryanamid Co. will present "It's All In The Finish", a sound-color film on new textile finishes. Luncheon at 12:00 Noon, followed by the film. By invitation only. Publicity: Stephanie Frey, MU. 5-0863.		
Thursday Jan. 8 3:00 P.M.	PRESS PREVIEW: SPRING CUSTOM COLLECTION	MILDRED O'QUINN	18 EAST 57TH STREET SALON
	Mildred O'Quinn will present her Spring collection to the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Thursday Jan. 8 4:00 P.M. Cocktails	PREVIEW: ANNUAL COTTON COLLECTION	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM
	Jerry Parnis will present a preview of her annual cotton collection. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.		
Thursday Jan. 8 4:00 P.M. Cocktails	PRESS SHOWING: SPRING AND SUMMER HATS	BRAAGAARD	17 WEST 57TH STREET SALON
	Braagaard will present his new collection of Spring and Summer hats to the press. By invitation only. Contact: Burton M. Pell, PL. 3-0353.		
Thursday Jan. 8 4:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF "THE MAGIC OF PEARLS"	HELLER-DELTAH INC.	RIVERSIDE MUSEUM 310 RIVERSIDE DRIVE
	La Tausca will present their Spring collection featuring "The Magic of Pearls". Showing at 4:30 P.M. Fashion Coordinator: Lucille Hudiberg. By invitation only. La Tausca Publicity: Ruth Lerner, MU. 3-2485.		
Monday Jan. 12- Jan. 16	TENTH NATIONAL PRESS WEEK	NEW YORK DRESS INSTITUTE	NEW YORK CITY

Fashion editors from leading newspapers of the U.S. and Canadawill view the following couture collections beginning at 9:00 A.M. daily (with evening showings on Monday and Tuesday):

MONDAY, JAN. 12--E.H. Foreman (Tina Leser); Eta; Trigere; Maurice Rentner (8:00 P.M.)

TUESDAY, JAN. 13--Ben Reig; Hansen Bang; Foxbrownie; Joseph Whitehead (luncheon); Anthony Blotta; Nettie Rosenstein (8:30 P.M.)

WEDNESDAY, JAN. 14--Mary Lee (Adele Simpson); Spectator Sports (Bruno); Capri Originals; Hattie Carnegie.

THURSDAY, JAN. 15--Townley (Claire McCardell); David Goodstein; Charles Nudelman (Clare Potter); Joseph Halpert (luncheon); Samuel Kass.

FRIDAY, JAN. 16--Anna Miller (breakfast); Pattullo Modes (Jo Copeland); Herbert Sondheim; Kiviette.

Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 12 11:00 A.M.	SHOWING FOR OUT-OF-TOWN EDITORS	ETA	HOTEL PIERRE COTILLION ROOM
	Fashion show by Eta for visiting press at 11:00 A.M. at Hotel Pierre, to be followed by luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.		
Monday Jan. 12 3:30 P.M.	PREVIEW OF SPRING MILLINERY FASHIONS	LENESTA	SALON
	Showing of Spring hats by Lenesta at 3:30 P.M., to be followed by cocktails. By invitation only. Publicity: Mildred Kaldor, MU. 4-5267.		
Monday Jan. 12 4:15 P.M.-7:00 P.M.	ACCESSORIES SHOW FOR THE PRESS	ARIS; CORO; CRITERION; GLENTEX	WALDORF-ASTORIA JADE ROOM
	Semi-annual accessories showing by Aris Gloves, Coro Jewelry, Criterion Belts, Glentex Scarfs--for local and out-of-town press at cocktail party. Showing promptly at 5:00 P.M. Attendance strictly by invitation. Publicity: Ann R. Silver Associates, MU. 7-8654.		
Monday Jan. 12 7:00 P.M. Dinner	"THE FASHION FAIR--SPRING PROLOGUE"	LEADER ENTERPRISES, INC.	WALDORF-ASTORIA GRAND BALLROOM
	Exhibitors who have signed for the 2nd edition of The Fashion Fair (scheduled for Madison Sq. Garden, June 7-July 13) will show Spring fashions. Producer: Leon Leonidoff, Radio City Music Hall. Attendance by invitation. Contact: Tauni de Lesseps or Jean Graham, PL. 3-1740. Room 208.		
Monday Jan. 12 8:00 P.M.	FASHION SHOW FOR VISITING PRESS	MAURICE RENTNER	498 SEVENTH AVE. 16TH FLOOR
	Maurice Rentner will present his new Spring and Summer fashions to the out-of-town press. By invitation only. Publicity: Fredy Schey, LA. 4-6968.		
Week Of Jan. 12 4:45 P.M.	SHOWING FOR OUT-OF-TOWN EDITORS	NORBERT JAY	15 EAST 53RD ST. SALON
	Norbert Jay will show his Spring and Summer collection every afternoon at 4:45 P.M. through the week of Jan. 12 at his salon. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.		
Tuesday Jan. 13 8:00 A.M. Breakfast	NEW ACCESSORIES AT PRESS BREAKFAST	NAT'L WOMEN'S NECKWEAR AND SCARF ASS'N., INC.	LONGCHAMPS B'WAY & 41ST ST.
	New accessories for Spring and Summer will be shown to the out-of-town and local fashion press during breakfast. Attendance strictly by invitation. Publicity: Dora Miller, International Fashions, LO. 3-4285.		
Tuesday Jan. 13 9:00 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA JADE ROOM
	Annual forum of the MMEA, with fashion, merchandising, and business experts. Speakers will be announced later. Virginia Pope, fashion editor of the N. Y. Times, will direct the clinic. Attendance by invitation only. Publicity: Ruth Weintraub, PL. 3-2116.		
Tuesday Jan. 13 9:30 A.M. Breakfast	LINGERIE SHOWING AT RANCH BREAKFAST	JOHN W. HENSON & SONS GREENVILLE, TEXAS	WALDORF-ASTORIA WEDGWOOD ROOM
	An all Nylon showing of Spring and Summer lingerie at a Texas Ranch Breakfast at the Waldorf. Attendance by invitation. Contact: Leonie A. McLaughlin, WA. 9-8643.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 13 2:30 P.M. and 5:30 P.M.	PRESS PREVIEW OF MILLINERY FASHIONS	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
	Lilly Dache will present her Spring millinery collection to the press. Presentation to out-of-town press at 5:30 P.M. Attendance strictly by invitation. (Showing originally scheduled for Jan. 6.) Publicity: Eleanor Lambert, PL. 5-8580.		
Tuesday Jan. 13 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER	MILLINERY FASHION BUR.; MILLINERY STAB. COMM:	HOTEL ASTOR GRAND BALLROOM
	Spring millinery fashion presentation. The semi-annual industry showing for buyers, retailers, and the fashion press. Reservations: Dinner and show, $16.50 (including tax); Mezzanine show only, $8.50 (including tax). Show at 8:30 P.M. For tickets, contact: Millinery Stab. Comm., 1450 Broadway, LO. 4-7800. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, MU. 2-2603.		
Wednesday Jan. 14 7:45 A.M. Breakfast	SEMI-ANNUAL PRESS BREAKFAST	MILLINERY FASHION BUREAU	HOTEL COMMODORE WEST BALLROOM
	The Millinery Fashion Bureau is once again inviting out-of-town editors to this semi-annual breakfast. Strictly for the press and strictly by invitation. Publicity: Mary Kelley, MU. 2-2603.		
Wednesday Jan. 14 12:00 Noon Luncheon	FASHION SHOWING FOR VISITING PRESS	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM
	Paul Parnes will present his Spring and Summer collection to the out-of-town editors, and will follow showing with luncheon. Attendance by invitation only. Publ.: Gladys Steiner, Lester Harrison, Inc., MU. 3-1267.		
Wednesday Jan. 14 4:00 P.M.	SHOWING OF DESIGNS PRINTED ON SILK	BRONZINI, LTD.	15 EAST 53RD STREET 2ND FLOOR
	Bronzini, Ltd. will present to the press a showing of Empire designs, handprinted on silk, especially for Bronzini, by Brooke Cadwallader. Robes, ties, handkerchiefs, jewelry, and other accessories for men make up the collection. Attendance by invitation only. Publicity: Carson-Ruff Assoc., MU. 2-2055.		
Wednesday Jan. 14 4:00 P.M.- 5:30 P.M. Cocktails	MILLINERY SHOWING FOR VISITING PRESS	LADDIE NORTHRIDGE DOROTHY GRAY	HOTEL PIERRE COTILLION ROOM
	Dorothy Gray will give a Leap Year party at which Laddie Northridge will present his Spring and Summer millinery collection to the out-of-town press. Showing promptly at 4:30 P.M. Attendance by invitation only. Laddie Northridge Publicity: Elizabeth Maher Assoc., EL. 5-4248. Dorothy Gray Publicity: Olga Fabian, WI. 2-6109.		
Wednesday Jan. 14 4:30 P.M. 6:00 P.M. Cocktails	COMBINED HAIR STYLES AND MILLINERY SHOW	GURO; JEANNE TETE	COLONY RESTAURANT 667 MADISON AVENUE
	"Headed For Spring"--combined hair styles by Guro and millinery by Jeanne Tete will be presented at the Colony Restaurant. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.		
Wednesday Jan. 14 7:30 P.M. Dinner	PRESENTATION OF FIFTH ANNUAL AWARD	TOBE AND ASSOCIATES	ST. REGIS HOTEL ROOF
	The 1947 presentation of the Fifth Annual Tobe Award for distinguished contribution to American Retailing will be made at 9:00 P.M. This award emphasizes the efforts of the retail field to fulfill social obligations to the community. By invitation. Contact: Beatrice Cannon, CH. 4-1219.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 15 8:00 A.M. Breakfast	PRESS SHOWING OF CHILDREN'S FASHIONS	EMBROIDERY MFRS. ASSOCIATION	LONGCHAMPS B'WAY & 41ST ST.
	The Embroidery Manufacturers' Association will present a showing to the out-of-town press of embroidered fashions for children. Attendance strictly by invitation. Publicity: Dora Miller, International Fashions, LO. 3-4285.		
Thursday Jan. 15 11:00 A.M. Buffet	ADVANCE SPRING MILLINERY SHOWING	WALTER FLORELL	29 EAST 53RD ST. SALON
	Walter Florell will present his advance Spring and early Summer millinery to the press. By invitation only. Publicity: Miss Jeanne, PL. 5-0806.		
Thursday Jan. 15 12:00 Noon Luncheon	PRESS PREVIEW: ADVANCE SPRING COLLECTION	JOSEPH HALPERT	530 SEVENTH AVE. SALON
	Joseph Halpert will present his advance Spring collection to the visiting press at 12:00 noon. Buffet luncheon will follow at 12:30 P.M. Attendance strictly by invitation. Publicity: Viola Shefer, PL. 3-3173.		
Thursday Jan. 15 12:30 P.M. Luncheon	DUBARRY SUCCESS COURSE PRESS LUNCHEON	RICHARD HUDNUT	WALDORF-ASTORIA WEDGWOOD ROOM
	Ann Delafield, director of the DuBarry Success Course, will invite local and out-of-town press to luncheon to introduce the new 1948 version of the DuBarry Success Course. By invitation only. Publicity: Olga Paracka, G. Lynn Sumner Co., PL. 3-8730.		
Thursday Jan. 15 12:30 P.M. Luncheon	BUDGET MILLINERY FASHION SHOW	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
	Presentation of Budget hats for Spring by the Millinery Stabilization Commission and Millinery Fashion Bureau. Luncheon tickets (including tax): $15.00. Show at 1:30 P.M. For tickets, contact: Millinery Stabilization Commission, 1450 Broadway, LO. 4-7800. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, MU. 2-2603.		
Thursday Jan. 15 1:00 P.M. Luncheon	SPRING SUITS AT LUNCHEON SHOWING	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
	Russeks shows its new collection of suits for the first "bird-singing, cane-swinging" days of Spring. (Originally scheduled for Jan. 8). Press by invitation. Public by reservation. For reservations, contact: Miss Olsen, PL. 3-1740, Ext. 55. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.		
Thursday Jan. 15 3:30 P.M.	WASHABLE CLOTHES FOR DAY AND SPORTS WEAR	CROWN SOAP 'N' WATER FABRICS	HOTEL PIERRE GRAND BALLROOM
	Annual show and party staged by Crown Soap 'n' Water Fabrics for manufacturers, press and retailers. This year's edition is entitled "What's New" and will feature washable clothes for day and sports wear. Showing at 4:00 P.M. Strictly by invitation. Arrangements and invitations: Renee Powers, Crown Soap 'n' Water Fabrics, CA. 6-3131. Production and Publicity: Peter McDonnell, Advertising House, Inc., MU. 8-0220.		
Thursday Jan. 15 4:30 P.M. Cocktails	TRADE SHOWING OF NEW ACCESSORIES	ARIS; CORO; CRITERION; GLENTEX	HOTEL PLAZA GRAND BALLROOM
	Buyers, merchandise managers, fashion coordinators of stores throughout the country will be invited to an accessories showing by Aris Gloves, Coro Jewelry, Criterion Belts, Glentex Scarfs. Showing promptly at 5:00 P.M. Admission by card only. Publicity: Ann R. Silver Associates, MU. 7-8654.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 15 4:45 P.M.	MALE-TESTED FASHION PARTY	COSMOPOLITAN MAGAZINE	STORK CLUB MAIN ROOM
	Cosmopolitan presents new fashions for active sports for male approval. Strictly by invitation. Out-of-town press invited. Show arrangement and publicity: Mrs. Kay Wister, Fashion Editor of Cosmopolitan, CO. 5-7300.		
Thursday Jan. 15 5:00 P.M. Cocktails	"GRIDIRON" PRESENTATION FOR PRESS WEEK	VISITING EDITORS	HOTEL PLAZA TERRACE ROOM
	The out-of-town editors will present a "Gridiron" entertainment to the N.Y. Dress Institute. Attendance strictly by invitation.		
Thursday Jan. 15 5:00 P.M.- Cocktails	MILLINERY SHOW FOR VISITING EDITORS	WALTER FLORELL	29 EAST 53RD STREET SALON
	Walter Florell will have a cocktail party for the out-of-town fashion editors to present his new millinery collection. Showing at 5:30 P.M. Attendance by invitation only. Contact: Miss Jeanne, PL. 5-0806.		
Thursday Jan. 15 7:00 P.M.- 9:00 P.M. Dinner	SHOWING OF FASHIONS FOR VISITING PRESS	WILLIAM BASS	PRINCE MATCHABELLI CROWN ROOM (711-5TH)
	Dinner and showing for the out-of-town press of the Spring collection by William Bass. Attendance strictly by invitation. Contact: Laura Benham, WI. 2-3000.		
Jan. 15	MARCH OF DIMES CAMPAIGN (Jan. 15-Jan. 30).		
Friday Jan. 16 9:00 A.M. Breakfast	PREVIEW OF FASHIONS FOR VISITING PRESS	ANNA MILLER	498 SEVENTH AVENUE SHOWROOM
	Anna Miller will show her fashions to the out-of-town press during breakfast. Attendance by invitation. Publicity: Mildred Kaldor, MU. 4-5267.		
Friday Jan. 16 12:15 P.M. Luncheon	SPRING SHOWING FOR VISITING EDITORS	VARDEN DRESS INC.	530 SEVENTH AVENUE SHOWROOM
	Spring and Summer collection of Varden Petites and Casuals, will be shown to out-of-town fashion press, followed by luncheon. (Originally scheduled for Jan. 13). Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison Inc., MU. 3-1267.		
Friday Jan. 16 3:30 P.M. Cocktails	LEISURE FASHIONS FOR VISITING PRESS	TULA INC.	105 MADISON AVENUE SHOWROOM
	Special Fashion Showing of leisure clothes for the out-of-town editors by Tula Inc. Attendance by invitation only. Publicity: Anne von Glahn, MU. 4-2650.		
Friday Jan. 16 4:00 P.M.- 5:00 P.M.	BAG SHOWING FOR VISITING PRESS	JOSEF (OF GOLD SEAL IMPORTERS, INC.)	30 EAST 23RD STREET 6TH FLOOR
	Advance Spring collection of bag originals will be presented by Josef (of Gold Seal Importers, Inc.) to the out-of-town editors. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.		
Friday Jan. 16 4:30 P.M.- 7:00 P.M. Cocktails	COCKTAIL BUFFET FOR VISITING PRESS	DAN RIVER MILLS	NORTH LOUNGE ATOP RCA BUILDING
	Dan River will invite out-of-town and local press to an informal cocktail buffet in the North Lounge atop the RCA Building at 30 Rockefeller Plaza. Attendance by invitation only. Publicity: Christine Ecker, John A. Cairns & Co., OR. 4-5600.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday Jan. 17 9:30 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS	SALLY VICTOR	18 EAST 53RD STREET SALON
	Sally Victor will have her semi-annual fashion show and breakfast for the out-of-town press. Attendance strictly by invitation. Contact: Mildred Josephs, PL. 3-7450.		
Saturday Jan. 17 11:00 A.M.	SHOWING FOR OUT-OF-TOWN EDITORS	PHILIP MANGONE	500 SEVENTH AVENUE SHOWROOM
	Philip Mangone will present his Spring collection to the visiting press, to be followed by luncheon. Attendance strictly by invitation. Publicity: Laura Benham, WI. 2-3000.		
Saturday Jan. 17 12:00 Noon Luncheon	PREVIEW: ADVANCE SPRING AND SUMMER JEWELRY	TRIFARI, KRUSSMAN & FISHEL	377 FIFTH AVENUE SALON
	"Jewels by Trifari", advance Spring and Summer fashions in jewelry by Trifari, Krussman and Fishel will be presented to the out-of-town and local press during a buffet luncheon. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.		
Saturday Jan. 17 1:30 P.M. Cocktails	FASHION SHOWING FOR VISITING PRESS	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
	Monte-Sano and Pruzan will present their semi-annual fashion show and cocktail party for the out-of-town press. Attendance by invitation only. Contact: Vincent Monte-Sano, Jr., BR. 9-8663.		
Monday Jan. 19-Jan. 21	MARKET WEEK FOR BUDGET DRESSES	NEW YORK DRESS INSTITUTE	HOTEL PIERRE
	The first Panorama Press and Market Week for popular priced dresses, with fashion shows at the Hotel Pierre: MONDAY, JAN. 19--Breakfast (9:30 A.M.) followed by 10:30 A.M. Panorama Showing of "Fashions To Size" -- women's fashions, juniors, half sizes. Luncheon (12:30 P.M.) followed by 1:45 P.M. Panorama Showing of cocktail and evening fashions. TUESDAY, JAN. 20--Breakfast (9:30 A.M.) followed by 10:30 A.M. Panorama Showing of clothes for special functions--bridal, career, maternity. Luncheon (12:30 P.M.) followed by 1:45 P.M. Panorama Showing of cocktail and evening fashions. WEDNESDAY, JAN. 21--Breakfast (9:30 A.M.) followed by 10:30 A.M. Panorama Showing of sportswear and vacation clothes. Luncheon (12:30 P.M.) -- "Dollar and Sense" (See pg. 9) Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Monday Jan. 19 4:00 P.M. Cocktails	PRESS PREVIEW: "SPRING INTO SUMMER" MILLINERY	EMME	21 EAST 56TH STREET SALON
	Cocktail showing for the local and out-of-town press of Emme's "Spring Into Summer" millinery collection. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.		
Monday Jan. 19 5:00 P.M.	FASHION PRESENTATION FOR VISITING EDITORS	JANE DERBY	785 FIFTH AVENUE SHOWROOM
	Presentation of Jane Derby's new Spring fashions to the out-of-town press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 19 5:00 P.M.- 7:00 P.M. Cocktails	"THE DRESSES YOU LOVE TO WEAR"	KAY DUNHILL	1350 BROADWAY SHOWROOM
	Cocktails and a half-hour showing for the press of "The Dresses You Love To Wear" styled by Kay Dunhill. Attendance by invitation only. Publicity: Frances Carter, Max Rogel Associates, MArket 2-3788.		
Tuesday Jan. 20 11:30 A.M. Brunch	PRESS PREVIEW: NEW BEAUTY PREPARATION.	PROCTOR & GAMBLE	HOTEL PLAZA WHITE & GOLD SUITE
	Proctor and Gamble will present a new beauty preparation to the press at brunch. Attendance by invitation only. Publicity: Sheila Day, MU. 2-7527.		
Tuesday Jan. 20 4:00 P.M.- 7:00 P.M. Cocktails	FASHION SHOW AND COCKTAIL PARTY	REEVES BROS., INC.	ST. REGIS HOTEL ROOF
	Presentation of new fashions designed by Helen Cookman. Showing promptly at 4:30 P.M., for one-half hour. Attendance by invitation only. Publicity: Goold & Tierney, Inc., MU. 6-0509.		
Tuesday Jan. 20 4:30 P.M.	SHOWING OF SCARFS TO VISITING PRESS	BROOKE CADWALLADER	724 FIFTH AVENUE
	Hand-painted scarfs and fabrics by Brooke Cadwallader will be shown to the out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Wednesday Jan. 21 12:30 P.M. Luncheon	"DOLLARS AND SENSE" FASHION SHOW	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
	Luncheon fashion show by the Popular Priced Dress Manufacturers Group of the N.Y. Dress Institute, presenting over 200 Spring and Summer costumes up to $10.75 wholesale ($17.00 retail). Lester Gaba will stage the show. For buyers and press, by invitation only. For information, contact: LA. 4-0464.		
Wednesday Jan. 21 4:30 P.M. Cocktails	FASHION SHOW FOR VISITING PRESS	ADLER AND ADLER	550 SEVENTH AVENUE SHOWROOM
	Adler & Adler will present their Spring and Resort collection to the out-of-town press. By invitation only. Contact: Paul Adler, CH. 4-6630.		
Thursday Jan. 22 8:45 A.M. Coffee, Brioche	PRESS PREVIEW: SHOES AND ACCESSORIES	FRANK BROTHERS	9 EAST 57TH STREET
	Showing of Frank Brothers' linen shoes and accessories. Coffee and brioche at 8:45 A.M. in the Studio, on the 6th floor. Showing promptly at 9:00 A.M. in the English Shop, on the 2nd floor. Attendance by invitation only. Publicity: Katherine Robinson, Dundes & Frank, LO. 3-1633.		
Thursday Jan. 22 1:00 P.M. Luncheon	LUNCHEON SHOWING COLORS IN COIFFURES	JOHN HALL	HOTEL PLAZA TERRACE ROOM
	"Symphony In Colors"--luncheon presentation of the latest colors in coiffures by John Hall. Press by invitation. Public by reservation. For reservations, contact: Miss Olsen, PL. 3-1740, Ext. 55. John Hall Publicity: Mary Alice Rice, CI. 6-1790. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.		
Tuesday Jan. 27 12:15 P.M. Luncheon	FOURTH ANNUAL FASHION SHOW	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
	Fourth annual "March of Dimes" Fashion Show, sponsored by the N. Y. Dress Institute, for the benefit of the National Foundation for Infantile Paralysis. Showing at 1:00 P.M. Price $25.00. Reservations open Dec. 27. Contact: Mrs. Schwab, BE. 3-0500. Publicity: Eleanor Lambert, PL. 5-8580.		

MUSIC...MOVIES...THEATRE

Sunday Jan. 4

OPENING: "SKIPPER NEXT TO GOD" MAXINE ELLIOT THEATRE, 44TH E. OF B'WAY
Second of Experimental Theatre series: Jan de Hartog's "Skipper Next to God" with an all-male cast: John Garfield, Joseph Anthony, Wolfe Barzell, Harry Irvine, Richard Coogan. Director: Less Strasberg. Settings: Boris Aronson. Costumes: Paul du Pont. Publ.: Theron Bamberger, PE. 6-6157.

Monday Jan. 5- Jan. 10

METROPOLITAN OPERA PRESENTATIONS METROPOLITAN OPERA HOUSE, B'WAY & 39TH
Mon., Jan. 5: TOSCA (Puccini). Conductor: Giuseppe Antonicelli.
Tues., Jan. 6: LOUISE (Charpentier). In Philadelphia.
Wed., Jan. 7: (Mat.) DAS RHEINGOLD (Wagner). Conductor: Fritz Stiedry.
Wed., Jan. 7: (Eve.) IL BARBIERE DI SIVIGLIA (Rossini): Pietro Cimara.
Thurs. Jan. 8: UN BALLO IN MASCHERA (Verdi). Conductor: Fritz Busch.
Fri., Jan. 9: DER ROSENKAVALIER (Strauss). Conductor: Fritz Busch.
Sat., Jan. 10: (Mat.) LOUISE (Charpentier). Conductor: Louis Fourestier.
Sat., Jan. 10: (Eve.) RIGOLETTO (Verdi). Conductor: Pietro Cimara.
Publicity: Margaret Carson, PE. 6-1200.

Monday Jan. 5

D'OYLY CARTE OPERA COMPANY CENTURY THEATRE, 7TH AVE. & 59TH ST.
The London D'Oyly Carte Opera Company will appear in a seven week engagement, presenting a new program of Gilbert & Sullivan, each week:
Jan. 5: TRIAL BY JURY, THE PIRATES OF PENZANCE; Jan. 12: IOLANTHE; Jan. 19: COX AND BOX, H.M.S. PINAFORE; Jan. 26: THE GONDOLIERS; Feb. 2: THE YEOMEN OF THE GUARD; Feb. 9: PATIENCE. With a company of 60. Orchestra direction: Isidore Godfrey. Costumes and scenery from London. Publicity: Leo Freeman, CH. 4-7250.

Thursday Jan. 8

PREMIERE: "THE PARADINE CASE" (Movie) RADIO CITY MUSIC HALL, 6TH AVE.& 50TH
David O. Selznick production based on the Robert Hichen novel of love and a murder trial, with Gregory Peck, Ann Todd, Charles Laughton, Charles Coburn, Ethel Barrymore. Director: Alfred Hitchcock. Settings: Emile Kuri. Costumes: Travis Banton. Publicity: Irene Brennon, EL. 5-5323.

Thursday Jan. 8- Jan. 18

OPENING: "VOLPONE" NEW YORK CITY CENTER, 131 WEST 55TH ST.
The first performance by The New York City Theatre Company will be the adventure-comedy of feudal Italy by Ben Jonson, starring Jose Ferrer and Richard Whorf. Director: Martin Ritt. Settings: Herbert Brodkin. Costumes: Emaline C. Roach. Publicity: Marian Graham, MU. 8-3847.

Wednesday Jan. 14

OPENING: "STRANGE BEDFELLOWS MOROSCO THEATRE 45TH ST. W. OF B'WAY
Philip A. Waxman presents the Florence Ryerson-Colin Clements comedy and starring John Archer, Carl Benton Reid and Joan Tetzel. Director: Benno Schneider. Settings: Ralph Alswang. Costumes: Morton Haack. Publicity: Bernard Simon, CI. 5-7294.

Monday Jan. 19

OPENING: "THE SURVIVORS" PLAYHOUSE, 48TH STREET WEST OF B'WAY
Bernard Hart and Martin Gabel present the Peter Viertel and Irwin Shaw drama about the post-Civil War period in the West, starring Louis Calhern, Hume Cronyn, Richard Baseheart, Anthony Ross, Marianne Stewart. Director: Martin Gabel. Settings: Boris Aronson. Costumes: Rose Bogdanoff. Publicity: Michael Mock, CI. 6-7889.

Thursday Jan. 22- Feb. 8

SONJA HENIE'S "HOLLYWOOD ICE REVIEW" MADISON SQUARE GARDEN, 307 W. 49TH
Sonja Henie presents her 1948 Hollywood Ice Review featuring Sonja Henie, Freddie Trenkler, Harrison Thomson and Michael Kirby. Price: $1.25-$6.00 (including tax). Publicity: Lillian Jenkins, CO. 5-6800.